



METROPOLITAN  
TRANSPORTATION  
COMMISSION

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## *Memorandum*

TO: Administration Committee  
FR: Executive Director  
RE: Contract Amendment: Understanding and Supporting the Choice to Reside in a Transit Oriented Development: Cambridge Systematics

DATE: July 1, 2009  
W.I.: 1611

Cambridge Systematics is currently under contract with MTC to conduct surveying and planning efforts to improve our understanding of individuals' attitudes on residential choice and to define effective policy approaches to better support transit oriented developments. This effort is entitled "Understanding and Supporting the Choice to Reside in a Transit Oriented Development."

The original budget was for \$300,000. In 2008, MTC amended this contract to add \$15,000 in Regional Measure 2 Marketing funds to provide surveying support for a complementary pilot project to provide TransLink® transit passes to residents of selected transit oriented developments and to evaluate the impact of the TransLink cards and free transit passes on transit ridership. In April 2009, MTC amended this contract to add \$26,000 in Regional Measure 2 Marketing funds to initiate an evaluation of the pilot project on short term transit ridership, customer satisfaction of the TransLink cards, post-program transit usage, and private sign-ups for TransLink.

Staff recommends that this Committee authorize the Executive Director or his designee to negotiate and enter into contract amendment with Cambridge Systematics for a final increment of \$26,000 in STP funds to complete the survey and evaluation of this project.

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Steve Heminger

SH: VK

## REQUEST FOR COMMITTEE APPROVAL

### Summary of Proposed Consultant Contract Amendment

Work Item No.:	1611
Consultant:	Cambridge Systematics, Oakland CA
Work Project Title:	Study: Understanding and Supporting the Choice to Reside in a Transit Oriented Development (TOD)
Purpose of Project:	Conduct research and issue a report on the reasons why people choose to live in TODs, and surveying and evaluation of TransLink for TOD pilot project
Project Cost Not to Exceed:	\$26,000 (previous approved amended agreement is for \$341,000)
Funding Source:	FTA 5305, RM2 Marketing, STP
Fiscal Impact:	Included in the FY 2009-10 Agency Budget
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into a contract amendment with Cambridge Systematics to provide surveying and evaluation support for TransLink for TOD pilot project, and the Chief Financial Officer is directed to set aside funds up to \$26,000 in FY2009-10 funds for such contract amendment.
Admin. Committee:	<hr/> Tom Bates, Chair
Approved:	Date: July 8, 2009